

## PROBABILITY ASSOCIATIVE MATRIX ALGORITHM

### Abstract of the Disclosure

- 5           A web based technique for predicting future web navigation sequences of users visiting a web site includes, in one example embodiment, a web server having browsable web pages including products and services offered by a business. A web-monitoring tool monitors each web navigation sequence of web navigation sequences performed by each user while browsing the web pages of the web site. A
- 10   PAM analyzer analyzes each of the monitored web navigation sequences to predict the web navigation sequences of future users visiting the web site. A web site administrator implements changes to the web site based on the analysis of the monitored web navigation sequences by the PAM analyzer to enhance user friendliness of the web site.

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